

White Shark Stewardship Project

Conservation Messaging



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White sharks depend on the rich sanctuary ecosystem and as apex predators, play a key role in maintaining a balanced ecosystem.



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White sharks are considered internationally threatened and they need protection.



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**Common myths have vilified white sharks.
Debunk the myth— we are more of a threat
to them than they are to us.**



Conservation Messages

You can help conserve sharks—the information you share with your passengers plays a critical role in the protection of the species.



Conservation Messages

1. **The Gulf of the Farallones National Marine Sanctuary protects the wildlife and habitats of one of the most diverse and bountiful marine environments in the world.**
2. **White sharks depend on the rich sanctuary ecosystem and as apex predators, play a key role in maintaining a balanced ecosystem.**
3. **White sharks are considered internationally threatened and they need protection.**
4. **Common myths have vilified white sharks. Debunk the myth— we are more of a threat to them than they are to us.**
5. **You can help conserve sharks—the information you share with your passengers plays a critical role in the protection of the species.**

Questions

- What was your experience in delivering the *White Shark Conservation Messages* provided in last year's training? Overall, how did people respond to the messages? Was the audience receptive?
- Did you customize the conservation messages with specific talking points or examples, or by developing an individualized style or technique for delivering them that you feel was most effective? If so, what worked best for you?
- Can you think of any additional messages, talking points or specific examples related to white shark conservation that may be effective in dispelling common white shark myths, fostering stewardship, or motivating people to take direct action?
- What specific actions can you recommend that people take to individually contribute to white shark conservation?